

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MKTG 5395 VC01 – Customer Service

Campus: WBUonline

Term/Session: Summer 2026

Instructor: Dr. Madison Greenwood

Office Phone Number/Cell #: 614-915-9581

WBU Email Address: Madison.greenwood@wayland.wbu.edu

Office Hours, Building, and Location: Call/Text me or Email

Class Meeting Time and Location: Online

Catalog Description:

Examination of methods for achieving and maintaining competitive advantage through customer service, with in-depth view of methods for managing customer relations in ways that lead to increased profits and greater satisfaction for the customer.

Prerequisite:

MKTG 5302

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Managing Customer Experience & Relationships</u>	Peppers	4th	2022	Wiley & Sons	9781-11981-5341

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Optional Materials: None

Course Outcome Competencies:

- Examine past and trending customer service strategies used in the global marketplace
- Understand the use of marketing analytics to improve profits and customer satisfaction
- Synthesize market research data to develop or refine a customer service strategy
- Design and recommend customer relationship strategies for competitive advantage

Attendance Requirements

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: No use of any generative AI tools permitted.

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
- ii. All assignments must be fully created, designed, and prepared by the student(s).
- iii. Any work that uses generative AI will be treated as plagiarism.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as

the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Late Policy:

Because all assignments are open from the start of the term, students have the flexibility to work ahead and plan around their personal schedules, travel, or busy weekends. This means there should be very few—if any—late submissions.

- Due Dates: All assignments have posted due dates to help students stay on track.
- Late Submissions: Late submissions are not accepted except in cases of documented, extreme medical emergencies or other serious extenuating circumstances approved by the instructor.
- Work Ahead: Since all assignments are available from the beginning of the term, students are encouraged to work ahead to avoid last-minute conflicts or missed deadlines.

Assignments:

- First Required Assignment: Students must take this 3-point assignment acknowledging they are taking this course.
- Student Introduction: Students will earn 7 points for introducing themselves to their peers.
- Annotated Bibliographies: There are 3 Annotated Bibliographies worth 50 points each for a total of 150 points. Annotated Bibliographies are used to ensure students have a clear understanding of research findings and will primarily focus on the course outcomes (above).
- Faith Integration Paper: There is 1 (one) integration paper assignment throughout this course. This assignment is worth 100 points and is due by the end of the semester but can be written and submitted at *any time* throughout the term. Students are to choose a lesson/chapter from the textbook and reflect on the lesson through the intersection of faith and customer service.
- Discussions: There are 4 class discussions with 4 peer responses. Each discussion & response is worth 25-points each for a total of 200 points total throughout the class. Each discussion aligns with assigned chapter readings and encourages application of concepts to real-world examples in customer service. Students will post an original response and reply to peers to foster collaborative learning.
- Assignments: There will be a total of 3 assignments due throughout the course. Each assignment will build upon the final research paper (below)

- Research Paper: There is 1 (one) research paper due at the end of the semester. This paper will be completed in stages through biweekly assignments (above).

Point Breakdown:

- Required First Assignment: 3 points
- Introduction: 7 points
- 4 Class Discussion @ 25 pts. each: 100 points
- 4 Discussion Replies @ 25 pts each: 100 points
- 3 Ann. Bibliographies @ 50 pts. each: 150 points
- Faith Integration Paper: 100 points
- 3 Assignments @ 100 pts each: 300 points
- Final research Paper: 200
 - Total: 960 points

Grading Scale:

- **A:** 960 – 864 points
- **B:** 863 – 768 points
- **C:** 767 – 672 points
- **D:** 671 – 576 points
- **F:** 575 – 0 points

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Tentative Schedule

Week #:	Assignment:	Points:
Week #1		
	Required First Assignment	3
	Class Introduction	7
	Discussion #1	25
Week #2		
	Discussion #1 Reply	25
	Annotated Bib. #1	50
Week #3		
	Discussion #2	25
	Assignment #1	100
Week #4		

	Discussion #2 Reply	25
	Annotated Bib. #2	50
Week #5		
	Discussion #3	25
	Assignment #2	100
Week #6		
	Discussion #3 Reply	25
	Annotated Bib. #3	50
Week #7		
	Discussion #4	25
	Assignment #3	100
Week #8		
	Discussion #4 Reply	25
	Faith Integration Paper	100
	Final Assignment	200
	Total:	960

Additional Information

Please note: The professor for this class is on Eastern Timezone